

REMARKS

Claims 1-20, 22-41 and 48-59 are pending in this application, with claims 1, 17, 22, and 23 being independent. Claims 56-59 have been added. Claims 56-59 specify that the messages exchanged between instantiations of the browser application include "data received from the host." Support for these claims may be found at least on page 19, lines 15-29. No new matter has been added.

Independent claims 1, 17, 22 and 23, along with their dependent claims 2-16, 18-20, 24-41 and 48-55, have been rejected as being unpatentable over Pasquali (U.S. Patent No. 6,321,209) in view of Shelley (U.S. Patent No. 5,345,551). Applicants respectfully traverse this rejection.

Claims 1, 17, 22 and 23 each recite the simultaneous execution of multiple instantiations of a browser application at a client in response to electronic data received from a host. At least one of the multiple instantiations is configured to exchange messages with at least one other of the multiple instantiations of the browser application. Applicants request reconsideration and withdrawal of the rejection of claims 1, 17, 22 and 23, and their dependent claims, because neither Pasquali, Shelley, nor any proper combination of the two describes or suggests the recited execution of *multiple* intercommunicating *instantiations* of a browser application *in response to electronic data received from a host*.

Pasquali describes a process for providing at least one dynamic advertising content window within a windows-based content manifestation environment provided by an enhanced WWW browser application. See col. 2, line 66 to col. 3, line 16. The process includes a client system loading and running the enhanced WWW browser application (i.e., the client system executes a single running or instantiation of the WWW browser application) (step S3-2 of Fig. 3A, col. 7; lines 29-32) and connecting to a network (step S3-3 of Fig. 3A; col. 7, lines 33-35). When a user of the client system accesses a web site (step S3-4 of Fig. 3A; col. 7, lines 36-39), the client system downloads a software system from server side systems associated with the web site (step S3-5 of Fig. 3A; col. 7, lines 40-45). The downloaded software system causes the single instantiation (i.e., running or opening) of the enhanced WWW browser application to

manifest a windows based web site in a browser content manifestation environment (step S3-6 of Fig. 3A; col. 7, lines 46-48). The browser content manifestation environment provided by the single instantiation or running of the enhanced WWW browser application generates at least one window module object to enable the user to perceive dynamically manifested advertising content received from the server side systems associated with the web site (step S3-7 of Fig. 3B; col. 7, lines 51-56). The at least one window module object dynamically manifests advertising content (e.g., an advertising content stream) for viewing by the user while still allowing the user to concurrently view the accessed windows based website in the content manifestation environment (step S3-8 of Fig. 3B; col. 7, lines 57-64).

Accordingly, while Pasquali describes generating one or more windows modules in a single instantiation of an enhanced WWW browser application in response to downloading data from a server side system, Pasquali does not describe or suggest executing multiple instantiations of a browser application in response to electronic data received from a host. A windows module generated by a running browser application is not a separate instantiation (i.e., opening or running) of that browser application. Rather, it is simply another operating process performed by the same single instance of the browser application. Notably, claims 48-55 and lines 23-31 on page 17 of the specification each highlight the distinction between (1) multiple instantiations of a browser application and (2) multiple windows tied to a single browser application instance, each pointing out that a single instance of a browser application may support a single window or may support multiple windows.

Shelley does not remedy the failure of Pasquali to describe or suggest the execution of multiple intercommunicating instantiations of a browser application in response to electronic data received from a host. Shelley describes a system and method for synchronizing the presentation of information from multiple different but related data sources. See abstract. Shelley describes using a synchronization control program that enables multiple programs that use windows to present data from different but related data sources to communicate with each other for the purpose of synchronizing the viewing positions of the windows. Col. 2, lines 12-43. Shelley, however, does not describe or suggest executing multiple programs in response to data

received from a host, much less executing multiple instantiations of a browser application in response to data received from a host.

For at least these reasons, applicants request reconsideration and withdrawal of the rejection of claims 1, 17, 22 and 23 and their dependent claims 2-16, 18-21, 24-41 and 48-55.

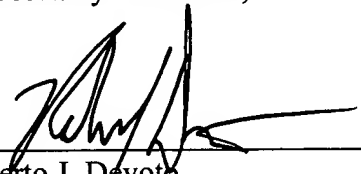
Applicants do not acquiesce in the Examiner's characterizations of the art. For brevity and to advance prosecution, however, applicants may have not addressed all characterizations of the art and reserve the right to do so in further prosecution of this or a subsequent application. The absence of an explicit response by the applicants to any of the examiner's positions does not constitute a concession of the examiner's positions. The fact that applicant's comments have focused on particular arguments does not constitute a concession that there are not other arguments for patentability of the claims. All of the dependent claims are patentable for at least the reasons given with respect to the claims on which they depend.

Applicants submit that all claims are in condition for allowance.

Please apply any charges or credits to deposit account 06-1050.

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Respectfully submitted,



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